

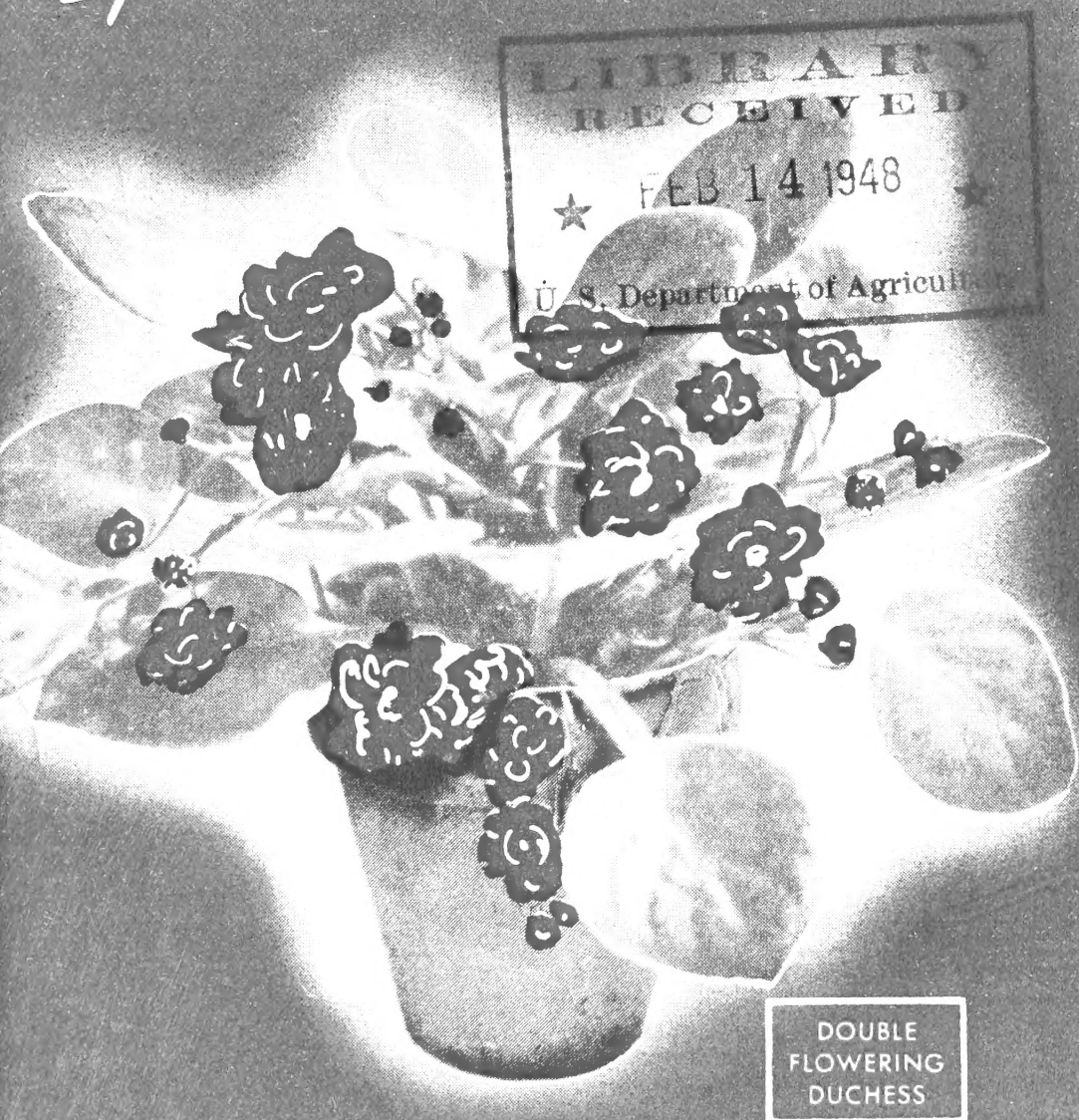
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Spoutz

AFRICAN VIOLETS

VARIETIES FOR BEGINNERS AND COLLECTORS



Spring 1949 Catalog

MRS. JENNIE SPOUTZ

13310 STATE FAIR E. • DETROIT 5, MICHIGAN

QUALITY PLANTS . . . QUALITY PACKING . . . PRICES THAT PLEASE

A PERSONAL LETTER TO YOU

Dear African Violet Friends:

It is indeed a great pleasure to send you this new edition of my Spring 1949 African Violet Catalog.

As you read through these pages, I know you'll agree that a beautiful indoor window garden of house-plants will add much to the enjoyment of your home. African Violets are admired by all housewives and are extremely popular, with exquisite blooms and beautiful foliage. You can start a hobby collection so inexpensively, and year after year these plants will bloom for you during the winter months when flowers are most appreciated.

Great care is given to filling your order. Plants selected are mature enough to travel well, and are packaged to arrive in fine condition. A generous amount of sphagnum moss keeps the ball of earth around the heavy root system nice and moist, and the plants are anchored firmly to prevent shifting within the box. I guarantee satisfaction so you may place your order with confidence. If for any reason you are not completely satisfied, please write us promptly, and we will try to make things right.

The varieties offered in this catalog will thrive for you without pampering, as I furnish only healthy plants of superior quality. Complete growing instructions are included with all orders. You don't need "a green thumb"—just a few rules on culture.

May I look forward to hearing from you again?

Respectfully,

Mrs. Jennie Spoutz

BEFORE you turn these pages, you will want to know
a few essential things, such as . . .

ALL OUR PLANTS ARE SENT POSTAGE PAID to your door.
(Exception: Michigan customers add 3% Sales Tax).

WE GUARANTEE all plants to be true to name, top quality and size, State Inspected and free from insect pests and disease, and to reach you in a live and healthy condition.

NO SHIPMENTS are made during freezing weather. African Violets are tender plants and leaves will turn black when subjected to temperatures below 40°. Early Spring shipments are subject to weather here in Detroit, and filled in rotation.

PRICES in this catalog cancel all previous quotations and are subject to change without notice.

CANADIAN CUSTOMERS must secure necessary labels from their Inspector of Plant Products in Canada when sending us an order, plus 10% extra to cover higher postage costs, to Canada.

TERMS are remittance with order, either check or money order, no C.O.D. Please avoid sending stamps as our shipments are stamped at the Post Office.

OUR CATALOG is sent regularly to customers of record.

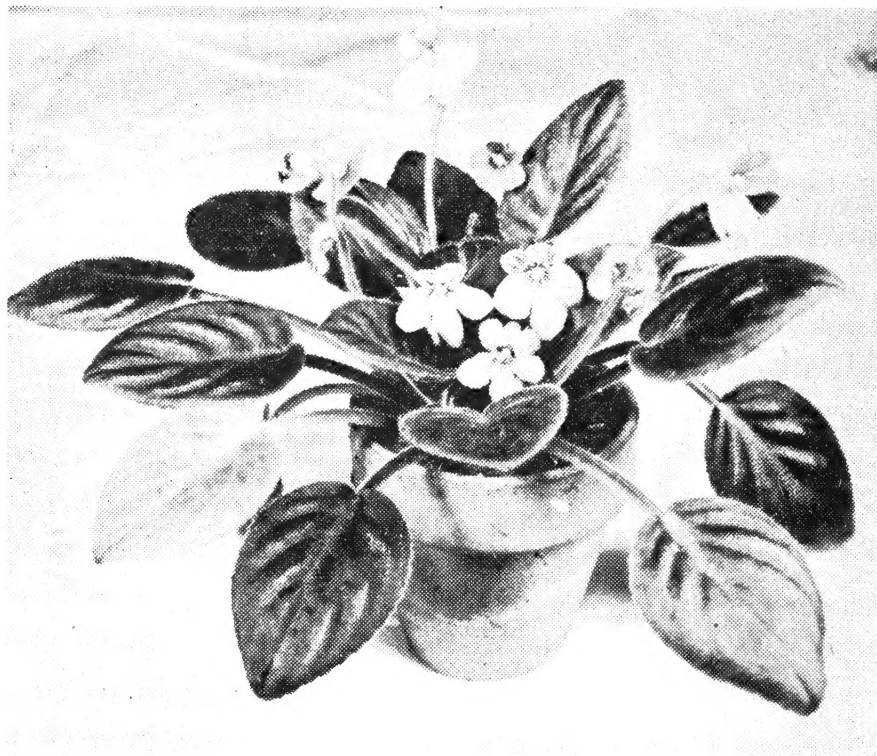
ORDER EARLY as many of the newer varieties are in scarce supply and will go fast. We will not substitute unless you mention a second choice. If temporarily out of stock, may we hold your order and send that variety a bit later?

VARIETIES NOT LISTED may be under propagation but not in sufficient supply to list this season. Inquiries are solicited.

WE ARE UNABLE to offer leaf cuttings this season due to insufficient mature stock.

GIFT MAILING SERVICE: If you'd like, we'll send an order of African Violets directly to your friends and loved ones. Living gifts will be cherished for many years. Just enclose remittance, and write name and address plainly. We'll include an appropriate card bearing your name, and they will be delighted with your thoughtfulness!

NEW *Spoutz* INTRODUCTION



PERIWINKLE

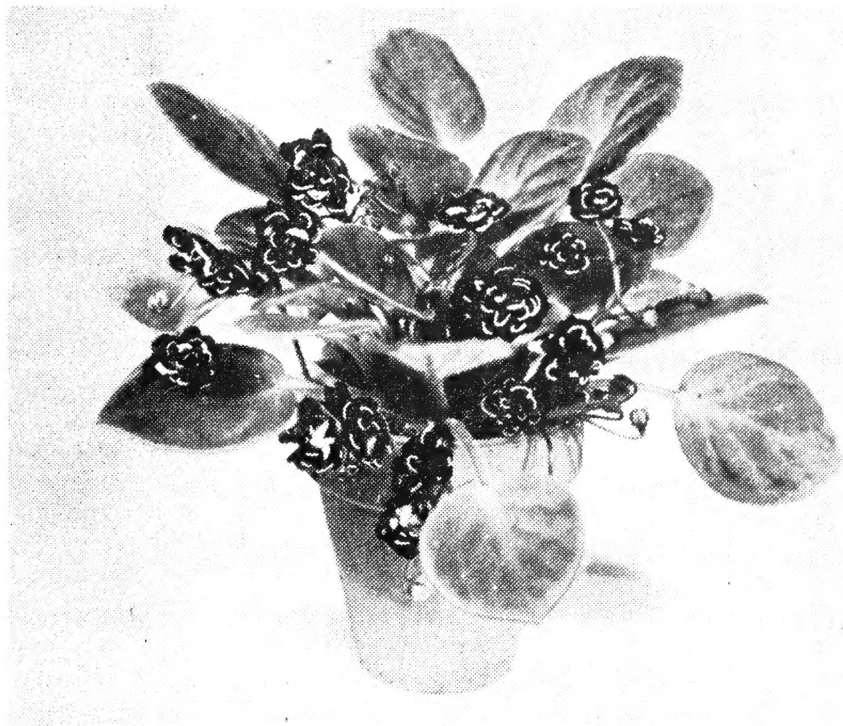
\$2.50

exquisite light blue

Read description on page 9.

Spoutz AFRICAN VIOLETS

ANOTHER NEW *Spoutz* INTRODUCTION



REGAL WINE

(double wine-maroon sport of Duchess)

\$3.50

Read description on page 17.

AFRICAN VIOLET PLANTS

Standard, Patented and New Varieties
FOR BEGINNERS AND COLLECTORS

Quality Plants — Quality Packing — Prices That Please

AMETHYST: We cannot show it in color this season but it is pictured on page 20. The most free-blooming variety in its color class—exquisite orchid-tinted lavender blossoms and quilted foliage, deeply flushed wine underneath. One of the first varieties you should buy for your collection. Fine undivided multiple-crowned plants. **\$1.25**

BI-COLOR: A real two-tone variety that's new in my catalog. The plum colored tips on the two upper petals are a beautiful contrast to the pale orchid coloring of the rest of the bloom. You'll like it because it's different. **\$1.50**

BLUE EYES: Soft baby blue round petal blossoms, a wee bit deeper in the center. Dark glossy forest green leaves. Has 3 to 7 flowers in a cluster, held well above the foliage. A nice collector's variety. **\$1.75**

BLUE GIRL (patented): The heart shaped leaves are so lady like and graceful, with fluted edges and an ivory white spot where the leaf joins the stem, that this is the one you should select as your dark blue violet variety. A fine grower that likes to bloom freely. **\$1.25**

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AFRICAN VIOLETS

BLUE GIRL SUPREME: Beautiful giant-flowering sport from Blue Girl—and one of my introductions. This outstanding variety has fine free-flowering qualities not found in some of the other "Supremes". The flowers are velvety midnight blue with a touch of violet in the center, right next to the bright yellow eye—very striking! Foliage is husky and compact, with the familiar ivory spot. Undivided plants are well rooted and vigorous. Pictured on back cover. **\$2.00**

BLUSHING MAIDEN: This is an unusual color—not white and not pink, but a pastel shade in between. An accurate description of the blossoms: "wax-like creamy white with a pink tinge near the deep yellow eye." The foliage is light green. Blooms profusely. **\$1.25**

BLUSHING MAIDEN SUPREME: A new variety in my catalog! Has clusters of giant sized blooms which are held well above true Supreme-type foliage. A welcome addition to this color class. **\$2.00**

DUCHESS: Double-flowering: (Pictured on the cover, described on page 18). Our own introduction and entirely different from anything you have ever seen! Some flowers are deep royal blue on both sides of the petals and some will have blossoms that are blue inside and silvery white on the back. Each flower has from 12-20 petals and many more unfurled. You will notice the lack of a "yellow eye" in the long-lasting blossoms, which grow in clusters held well above the foliage. Easy to grow. Plants shipped are taken directly from the originator's greenhouses. **\$2.00**

DUPONT BLUE: The leaves are unusually large, medium green, hairy, and quite round. Giant sized true blue flowers, borne on long stems. Compact plant. **\$1.50**

DuPONT LAVENDER PINK (not really pink at all). Has giant sized flowers of the deepest lavender shade. Foliage identical to DuPont Blue. **\$1.50**

F-1 HYBRIDS (seedlings, see page 15 for history). Select plants of unusual foliage and distinct color of blooms—undivided multiple-crowned plants, transplanted twice, with heavy root systems. We have a fine supply of seedlings growing, and again hope to send out only plants in bloom. **\$1.50**

IONANTHA: Not a new variety, but very dependable, and it has been declared by many to be the most lovely of all light blue varieties. Clean enamel-like blue flowers of excellent substance, placed on strong stalks. Blooms abundantly. Long-stemmed foliage is gracefully pointed, heavily quilted, dark glossy green, and flushed deeply wine-color on mature plants. We offer large sized plants which are sure to thrive for you. **\$1.25**

MENTOR BOY: Flowers of a pleasing reddish-purple (no trace of blue), a splendid variety and entirely distinct from others in my catalog. Free blooming and grows rapidly. Blossoms reflect handsomely in the sunlight. Heavy undivided plants which are sure to please. **\$1.25**

NEPTUNE: (see back cover). The foliage of this variety makes it most outstanding! It is invariably admired and promptly bought by all who see it, so we had a photograph made to help you decide. Deeply quilted extra-large leaves which possess a wonderful shine or gloss—commands attention despite their unusual darkness. Neptune grows very flat and symmetrical, so is prettiest when grown one crown in a pot. Foliage is tinted rose underneath. Free blooming; round-petal flowers of medium blue, many at a time. Handsome undivided plants, priced to please! **\$1.25**

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AFRICAN VIOLETS

PERIWINKLE: NEW! My own introduction this season. Periwinkle is pictured on page 4 and a complete description of its origination is given on page 16. This variety represents the "cream of the crop" of many thousands of seedlings—the one plant which was so outstanding in color, petal substance, free blooming qualities, ornamental foliage, that it was kept aside for further testing and propagating. An exquisite light blue with true color value, and very choice!**\$2.50**

PINK BEAUTY (patented): The only true apple-blossom pink in our catalog. Blooms freely, and looks especially nice among the dark blue varieties. Light green foliage. Very nice plants.**\$1.25**

PURPLE PRINCE: The flowers have a rich velvety surface, are perfectly flat, and held well above the foliage. A deep purple of even tone, so vivid and alive. Leaves grow very large in size and have a smooth tailored appearance, very attractive.**\$1.50**

RED HEAD: This variety has been described as the nearest approach to true red thus far obtained in African violets. Red Head is not really red, but more of a claret, a new and attractive color. The flowers are unusual also in that they do not open up widely. Instead, they have the appearance of dainty cup-shaped bells.**\$1.50**

RED HEADED GIRL: The flowers are like those of Red Head but the foliage is the same as on the variety Blue Girl: heart shaped with fluted edges and the familiar white spot in the leaf where it joins the stem. A fine collector's variety.**\$1.75**

REGAL WINE—Double-Flowering: (Pictured on page 5 and described on page 17). This is the variety that everyone has been waiting for! My own new introduction this season. Each wine-maroon flower has from 12-20 petals; Regal Wine is a true fancier's variety. Most desirable and very choice, order your plant *today*—the supply is limited. **\$3.50**

ROSY-BLUE: My introduction in 1947. We have counted more blossoms on plants of Rosy-Blue than on any other variety in this catalog. If you have had trouble blooming your African Violets, Rosy-Blue is the one you should buy. A plant in full bloom will have flowers of many different hues. Freshly opened blooms exhibit a pronounced maroon-wine cast, which change to many shades of orchid and "Rosy-Blue." This unusual habit makes it most attractive and it stands in a special niche of its own. Fine undivided plants. **\$2.00**

RUFFLES: New in my catalog this year. Ruffles is distinct for its foliage, which is narrow and pointed. The edge of leaves is toothed with a distinct fullness that gives a ruffled appearance—and is so very, very dark! Underside of the leaves is quite rosy, deepening to almost red. The color of blooms is similar to Ionantha, but Ruffles' blossoms are more dainty, with an elongated lower petal. **\$1.75**

SKY BLUE (same as Tinted Lady): The African Violet Society describes the flowers on this variety as follows: "Color is white overlaid with a tint of light grey blue, produced freely in clusters of 5-8 just at the top of the foliage." It is a very unusual color, and the leaves are pale green, slightly tinted pale wine beneath. **\$2.00**

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AFRICAN VIOLETS

WEST COAST AMETHYST: Very different from plain "Amethyst" in color and leaf pattern. The entire blossom is a light lavender, even lighter than the lowest petals of Bi-Color. A clear even colored bloom, it's the lightest of the lavenders I have for sale. Dark green leaf, toothed edge, tapered tip. ----- **\$1.50**

WHITE LADY (patented): Pure glistening white flowers overlaid with a frosty effect. The yellow eye in the center appears like a jewel. Light green white-stemmed foliage. Healthy, undivided, well-formed plants. ----- **\$1.25**

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VARIEGATED FOLIAGE African Violet Plants, which sport in almost every variety, are being offered on a "waiting list" basis only. These are very rare, as it is very seldom that a leaf cutting taken from a variegated plant will produce stock with variegated-type foliage. Some of the leaves will be almost pure white, others will be striped creamy-white and marbelized shadings of green. No choice of variety; however, we will list the exact variety your plant "sported" from. "Waiting List" orders only. ----- **\$4.00**

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Complete growing instructions are included with your order. This covers soil recipes, directions for potting; containers and watering and fertilizing; location of plants, humidity, temperature, general care and culture. Then there are easy-to-follow hints on propagation—by division, by leaf cuttings, by seed. And a paragraph on "how to save a plant" which has been damaged. This literature is available to you with any order for plants.

"DELUXE COLLECTION" \$5.00

1 plant double Duchess	\$2.00
1 plant Blue Girl Supreme	2.00
1 plant Rosy-Blue	2.00
Special: DELUXE COLLECTION (\$6 value)	\$5.00

All three plants, labeled, and taken from our regular stock, at \$5.00 postpaid. We offer them in this Deluxe Collection because we want you to know them all. They are very choice varieties of our own introduction and should be in your collection, if you are a beginner or a collector.

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"BEGINNER'S PLANT COLLECTION"

Four \$1.25 Varieties Labeled — Your Choice	\$4.00
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We hope to make many new friends again this season by this special offer of any four \$1.25 African Violet plants, labeled correctly, at \$4.00 (a \$5.00 value). Plants will be taken from our regular stock and growing instructions will be included. Sent Postpaid.

If you are starting your collection this season, just select the varieties you would like to have — any four \$1.25 varieties at \$4.00. We'll do our best to send them in bloom, to encourage you in this new hobby. I know you'll be pleased with our stock and our fine packing methods.

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"EXTRA SPECIAL PLANT COLLECTION"

25 African Violet Plants, labeled, for	\$35.00
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One plant of each variety in my catalog, properly labeled and sent postpaid. (The "waiting list" Variegated variety is not included).

This is a fine opportunity for a club or group to save money, because the value of 25 plants (one each variety) is \$41.75 at catalog prices. Extra copies of Growing Instructions will be sent if requested, and all 25 plants must be sent to one address.

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AFRICAN VIOLETS

AFRICAN VIOLET POTTING SOIL

I offer a special mixture of African Violet potting soil, which contains the proper amount of: good garden soil, leaf mold (rich woods earth), well rotted manure, peat moss, sand, bonemeal, and bits of broken clay pottery for proper drainage. The soil has been steam-sterilized, and treated with sodium selenate to resist mite. If you would like to have some on hand for repotting your plants, you will be pleased with this mixture, which is exactly what is used in the greenhouse for growing the African Violets which are shipped to you.

3 lb. box postpaid for	\$1.00
5 lb. box postpaid for	\$1.75

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POKON PLANT FOOD

If you have had trouble getting your African Violets to bloom, may I recommend Pokon, the concentrated fertilizer imported from Holland.

Pokon's analysis is 16-21-27, and it is clean, odorless, easy to apply, and is completely soluble in water. Pokon does not contain chloride to burn tender plant roots.

We have many fine reports from our customers on their experience with Pokon. It produces stronger root growth, sturdier stems, rich green luxuriant foliage, and larger longer-lasting blooms.

POKON PRICES *WITH AN ORDER*:

Pokon is sold in a 25c size, a 60c size, and a \$1.00 size. We are glad to include these sizes with an order for plants or potting soil, at the above prices: 25c, 60c, \$1.00.

POKON PRICES *WITHOUT AN ORDER*:

This season we are forced to add 20c to the price of Pokon if it is to be sent without an order for plants or potting soil.

Small Size: 45c	Medium Size: 80c	Large Size: \$1.20
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JOIN THE AFRICAN VIOLET SOCIETY OF AMERICA . . .

Four highly informative issues of the African Violet Magazine are sent to all members each year. Dues \$3.00 per year.

Make all remittances to the
AFRICAN VIOLET SOCIETY OF AMERICA
and mail to:

Boyce M. Edens, Treasurer
2694 Lenox Road N. E., Atlanta, Georgia

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About The Different "Blues" and "Lavenders" . . .

We are able to see the difference in the shades when we compare one variety against another, because we have them both, but we admit it must be difficult for you to judge the color of Periwinkle or Neptune or Blue Girl Supreme if you don't have all three varieties. So, we are listing the lightest at the top of the list, and the darker the flower is, the farther it is down the list:

"BLUES" —

1. Sky Blue (Tinted Lady)
2. Periwinkle
3. Blue Eyes
4. Ionantha
5. Ruffles
6. DuPont Blue
7. Neptune
8. Blue Girl
9. Blue Girl Supreme

"ORCHID-LAVENDERS"—

1. West Coast Amethyst
2. Bi-Color
3. Amethyst
4. DuPont Lavender Pink

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AFRICAN VIOLETS

A FEW WORDS ABOUT OUR OWN INTRODUCTIONS . . .

We sent so many catalogs last year to new enthusiasts that we will devote this page to describing briefly, a few of the most important features of the African Violet varieties we have named and introduced in the last two years. Each one is distinct and a leader in its color class.

BLUE GIRL SUPREME is especially desirable because of its foliage and giant-sized flowers. The foliage on mature plants is very scalloped and there is also a white spot in the center of each "flute." This variety remains compact and is a fine window-sill plant. You will have many huge blooms without special attention.

DUCHESS (Double-Flowering) is the best selling variety in my catalog, pictured on the cover, and described on page 7.

F-1 HYBRIDS (Seedlings) are first generation hybrids, grown from genuinely hand hybridized seed obtained from distinct varieties crossed to produce seed. Since no two seeds (even from the same cross and pod) will produce plants exactly alike, your purchase of an F-1 Hybrid plant assures you of one that is different from any other. Your plant may be grown under any name of your selection.

PERIWINKLE is our new seedling, described on page 9, pictured on page 4.

REGAL WINE (double flowering) is our new introduction this Spring also, and is described fully on page 17, and is pictured on page 5.

ROSY BLUE is known for its free blooming qualities and for its habit of changing from deep maroon blooms to many shades of orchid as the flowers mature. We recommend Rosy Blue to those who have difficulty blooming their African Violets.

PERIWINKLE \$3.50

Pictured on page 4.

Of the thousands of seedlings which bloomed during the winter of 1947, Periwinkle (then unnamed) stood out from them all. Periwinkle originated as a seedling from hand-hybridized crosses, and is my new introduction this Spring 1949.

Its color, petal substance, free blooming qualities, ornamental foliage, and dependable habits warranted further propagating and testing. Cuttings taken from the original stock have proven true-to-type.

We are very pleased with this new seedling variety. The exquisite light blue flowers are borne abundantly. Please note the place it holds in my listings of the blue varieties, on page 14. We hoped to introduce Periwinkle last Fall, but the plants were a bit small, so we waited till Spring to introduce it to you. The name, selected by Marie Devers, seems to belong to it.

Plants offered are undivided, multiple crowned, transplanted twice, with heavy root systems. Orders will be filled in rotation early Spring, subject to stock on hand.

You will love Periwinkle when you see it in bloom! It's a *must* in your collection of African Violets!

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AFRICAN VIOLETS

REGAL WINE \$3.50

Double-flowering wine-maroon, pictured on page 5.

I am proud to name and introduce Regal Wine, the new truly *double* wine-maroon African Violet, this Spring 1949.

This is the variety that collectors have been waiting for! In our Fall 1948 Catalog our description of Duchess mentioned "Duchess is the first of a new type of African Violet . . ." Regal Wine is a true aristocrat of the highest quality, and deserves a place alongside Duchess, as a true fancier's variety. It is most dependable and very choice.

Regal Wine has all the fine habits of Duchess. Each wine-maroon flower has from 12-20 petals. The long lasting blossoms grow in clusters on long stems, held well above the foliage. Free-blooming and easy to grow.

Plants offered for Spring delivery are subject to stock on hand. Orders will be filled in rotation. As our supply is limited on Regal Wine, we offer prompt refund if unable to fill your order—or may we hold your remittance till we are able to supply plants of our high quality, size and standard?

DUCHESS \$2.00

Double-flowering blue, pictured on the cover.

About 8 years ago, in a greenhouse filled with the variety Blue Boy, a plant sport was found with very double blue flowers, with many extra petals. The term "sport" is applied to a plant which unexpectedly shows characteristics different from those of the normal variety and may be the starting point of a new strain.

This plant was kept aside and progressive leaf cuttings were taken for propagation from those plants that had the largest and fullest blooms, thus improving the original sport. I was given the privilege of naming and introducing this double-flowering blue variety in 1947, when it was offered for sale for the first time, as "DUCHESS". An accurate description of the blossoms is given on page 7 of this catalog, and the price \$2.00.

DUCHESS is the result of 8 years of selection and breeding by the originator—and yet is so easy to grow. Plants shipped are taken directly from the originator's greenhouse.

It is a fancier's variety, and will lend importance to your collection.

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AFRICAN VIOLETS

IN CLOSING . . .

We do enjoy issuing this little catalog. And we do enjoy our reputation of being "first to offer" the very choice and new varieties. Six of our introductions, described on page 15, have been received with much enthusiasm by collectors who are interested in hybridizing and finer improved African Violets.

In this Spring 1949 Catalog we offer two new introductions and three new varieties (BLUSHING MAIDEN SUPREME, and RED HEADED GIRL, and RUFFLES) — each one distinct and a worthy addition to your collection.

In this catalog you will find both the new higher priced varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older that are priced low to be available to the most modest purse. You can rely on our catalog descriptions. A few varieties are missing from this issue due to insufficient stock at this time. If you are interested in a named variety not listed, please write us, and include a self-addressed postcard with your inquiry.

Previous catalogs offered Pink Beauty Supreme and White Lady Supreme, which sold out so rapidly they were withdrawn from subsequent issues. The new Blushing Maiden Supreme is a choice collector's variety and early orders are solicited.

We hope we have convinced you that African Violets are easy to grow, and a fine indoor hobby. They are admired by all housewives and are extremely popular, with exquisite blooms and beautiful foliage. You don't need a "greener thumb"—just a healthy plant to begin with and my few rules on culture.



AMETHYST *described on Page 6.* \$1.25

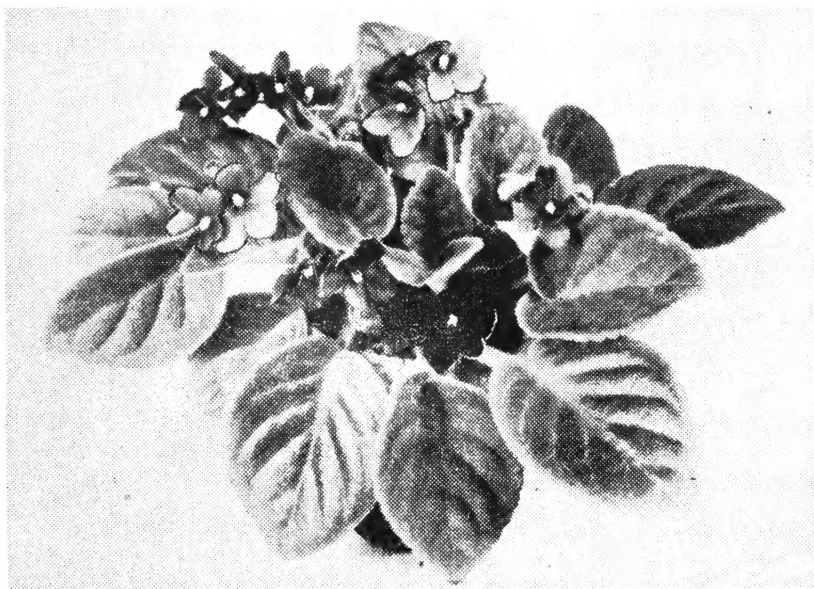


BLUSHING MAIDEN *described on Page 7.* \$1.25

Spoutz AFRICAN VIOLETS



IONANTHA *described on Page 8.* \$1.25



MENTOR BOY *described on Page 8.* \$1.25

A FEW KIND TESTIMONIALS . . .

Nov. 26, 1948: Your packing was just grand, and my plants arrived before the snow. They were nice and fresh and in grand condition. Thanks a million! Mrs. H. E. S., Nebraska.

Nov. 15, 1948: You no doubt receive hundreds of letters but I just had to write and tell you that since using Pokon, I find that every one of my lovely plants are now showing buds and around Christmas time they should be in full bloom. Mrs. A. H. B., Pennsylvania.

Oct. 18, 1948: I have just received a plant from you, sent me by a friend as a gift. It was in full bloom and wrapped so carefully. Since I am an invalid I appreciate living plants so much! Mrs. J. K., Michigan.

May 30, 1948: I certainly had a thrill when my box of African Violets arrived from you last Friday. They were the first I had ever received by mail, and I had ordered them with some misgivings. The plants were in fine condition and am very pleased with them. Thanking you from the bottom of my heart for introducing me to violets by mail, I am, Sincerely, Mrs. N., Cincinnati, O.

May 13, 1948: The Violet plants I ordered from you arrived yesterday, and in such excellent condition that I am writing to thank you for them, and for the very clear directions that came along. Wishing you all success, I am, Mrs. M., Chicago, Ill.

May 20, 1948: My "beginners collection" came today. I am very pleased and surprised to find them all labeled to name. Thank you. Mrs. W. N., Iowa.

Nov. 17, 1948: My neighbor and I had such fun unpacking your violets and seeing the different colors and comparing the leaves that we thought you should know about it. It was a real preview of Christmas and we certainly enjoyed it. All the violets arrived in tip-top shape, just as you promised in your catalog. Thanking you for your kindness, I remain, Sincerely . . . Mrs. W. S., NY.

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AFRICAN VIOLETS

Some Hints on African Violet Culture

A Few Don'ts—

Don't be without African Violets!

Don't water your plants too often; allow the soil to dry out at times. Don't allow mature leaves to turn jelly-like and die; use them as cuttings.

Don't pour cold water into the crown; use warm water, and drain the excess.

Don't forget—water on the leaves with sun shining on them causes brown spots!

Don't neglect fertilizing them with Pokon—it really makes them bloom.

Don't use a pencil for labeling; ordinary ink on adhesive tape is better.

Don't water your plants before dividing; stems should be limp, so they won't snap.

Don't divide them when they're blooming; you'll shake off the flowers.

Don't keep a diseased plant; it may ruin your entire collection.

Don't let me frighten you; they're easy to grow!

A Few Do's:

Do tell your friends about my catalog; I'll be grateful.

Do show your plants off to advantage; give them room to be graceful.

Do divide your plants when mature; a one-crowned plant is much prettier.

Do not change your methods of propagation if you are enjoying success.

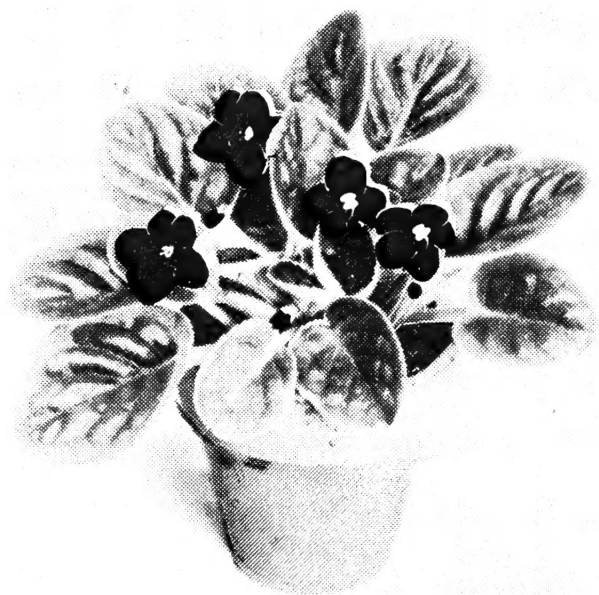
Do wash the leaves occasionally under a slow faucet, using warm water.

Do keep your collection up to date, by staying on my mailing list.

Do write me if you have time, and let me know if you're pleased with your order.



Due to the number of letters received inquiring about: "those white bugs in the soil which can swim and jump, also found in the saucer and on top of the soil", these are Springtails which live on the compost in soil. Harmless but annoying. Probably can be eradicated by using Red Arrow or Black Leaf 40 or similar nicotine product, according to directions on the carton.



NEPTUNE *described on Page 8.* \$1.25



BLUE GIRL SUPREME *described on Page 7.* \$2.00 .